

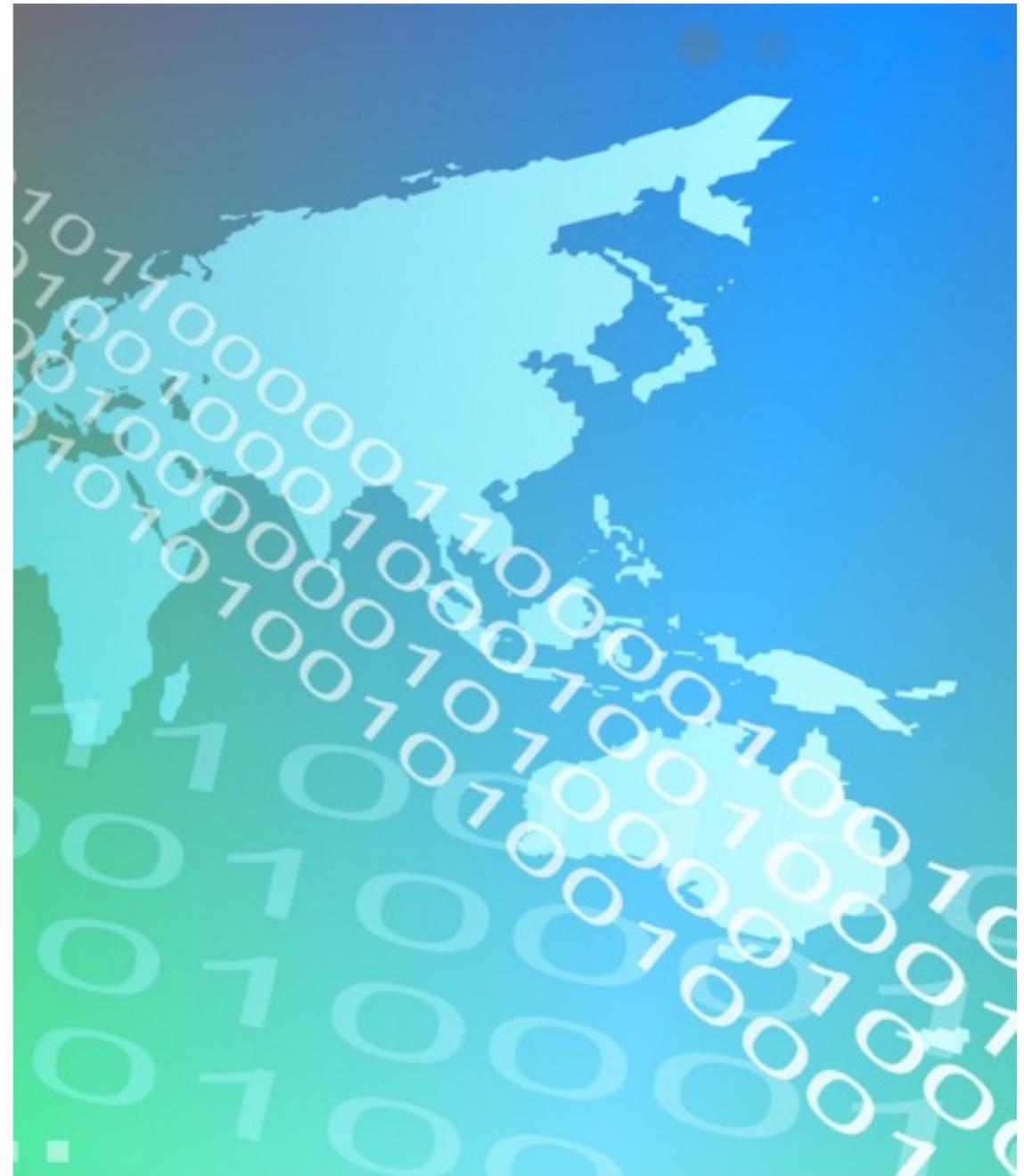
Digital Citizenship for Digital Natives

Bridging the “gap” between adults and youth to build
better online citizenship

Alex Brown, J.D.

Overview

- Definitions
- Theory
- Elements of Digital Citizenship
- Discussion of each element
- Questions



“Technology is anything that wasn’t around
when you were born.”

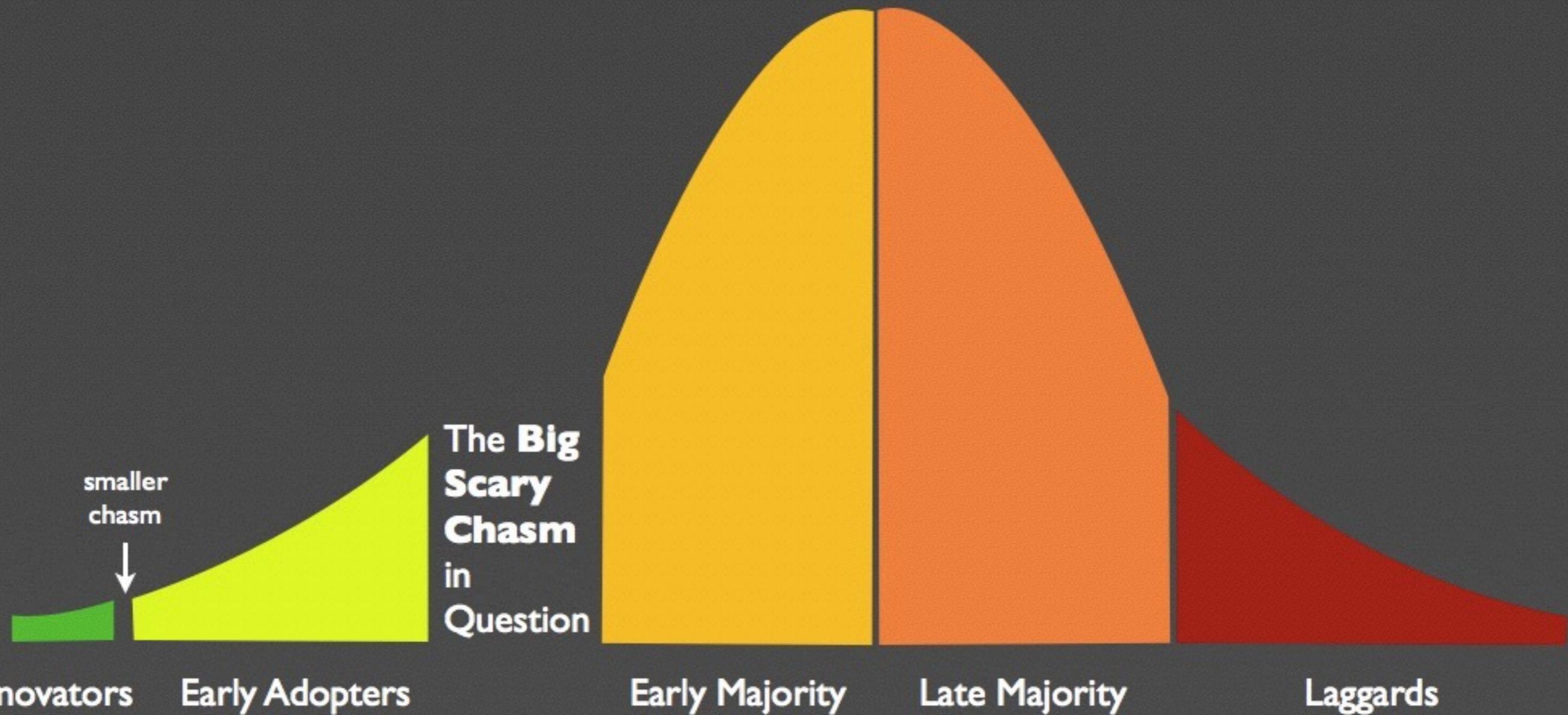
–Alan Kay

Definitions⁴

- Digital Native: An individual who was born after the widespread adoption of a technology.¹
- Digital Immigrant: An individual who was born after the widespread adoption of a technology.²
- Digital Foreigners: An individual who is incapable or refuses to acknowledge or utilize the widespread adoption of a technology.
- Digital Citizenship: The norms of appropriate, responsible behavior with regard to technology use.³
- Digital Divide: The socioeconomic and other disparities between those people who have opportunities and skills enabling them to benefit from digital resources, especially the Internet, and those who do not have these opportunities or skills.⁵

Crossing the Chasm⁵

Geoffrey Moore - 1991



Elements of Digital Citizenship⁶

Respect:

1. Digital Access
2. Digital Etiquette
3. Digital Law

Educate:

4. Digital Commerce
5. Digital Communication
6. Digital Literacy

Protect:

7. Digital Rights & Responsibilities
8. Digital Health & Wellness
9. Digital Security

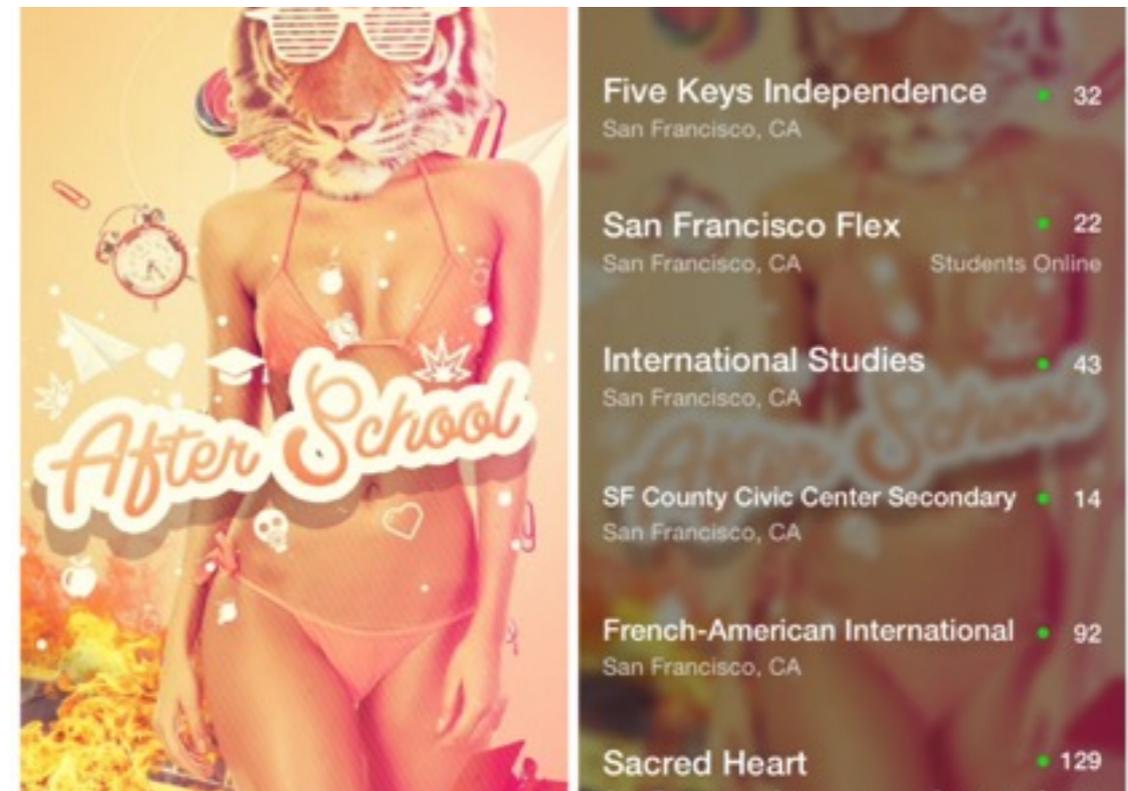
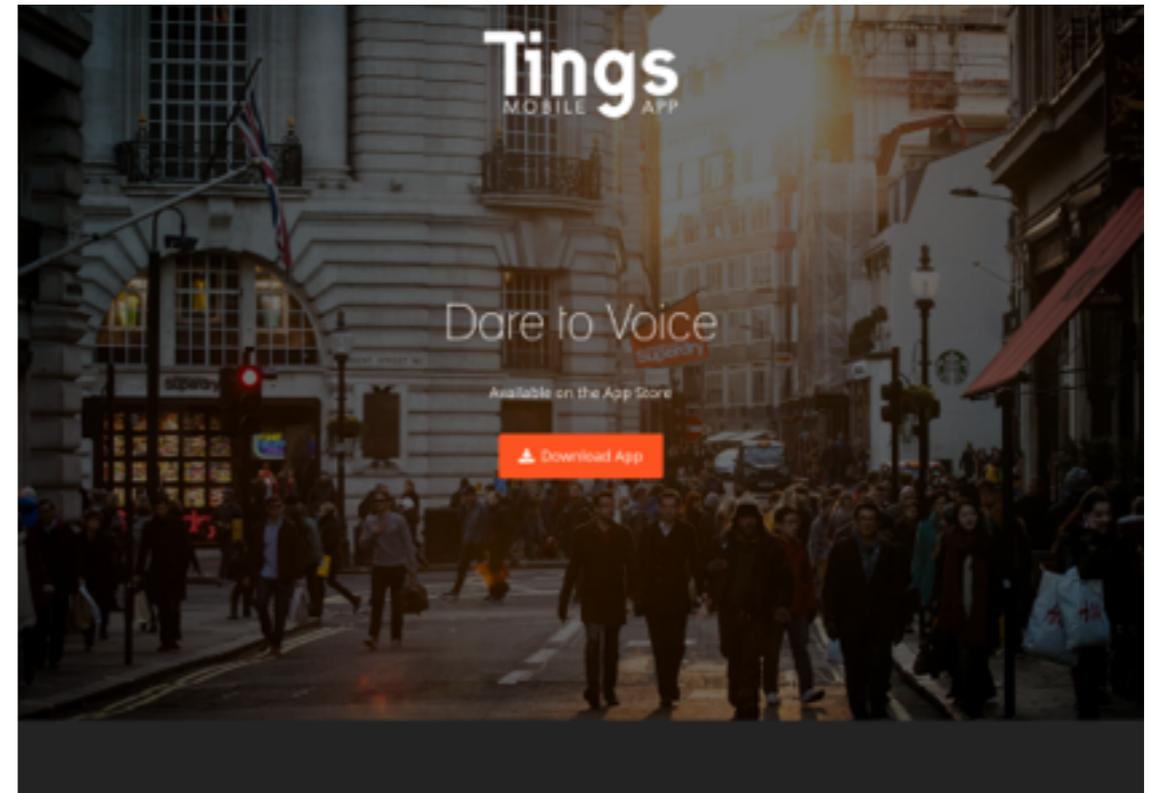
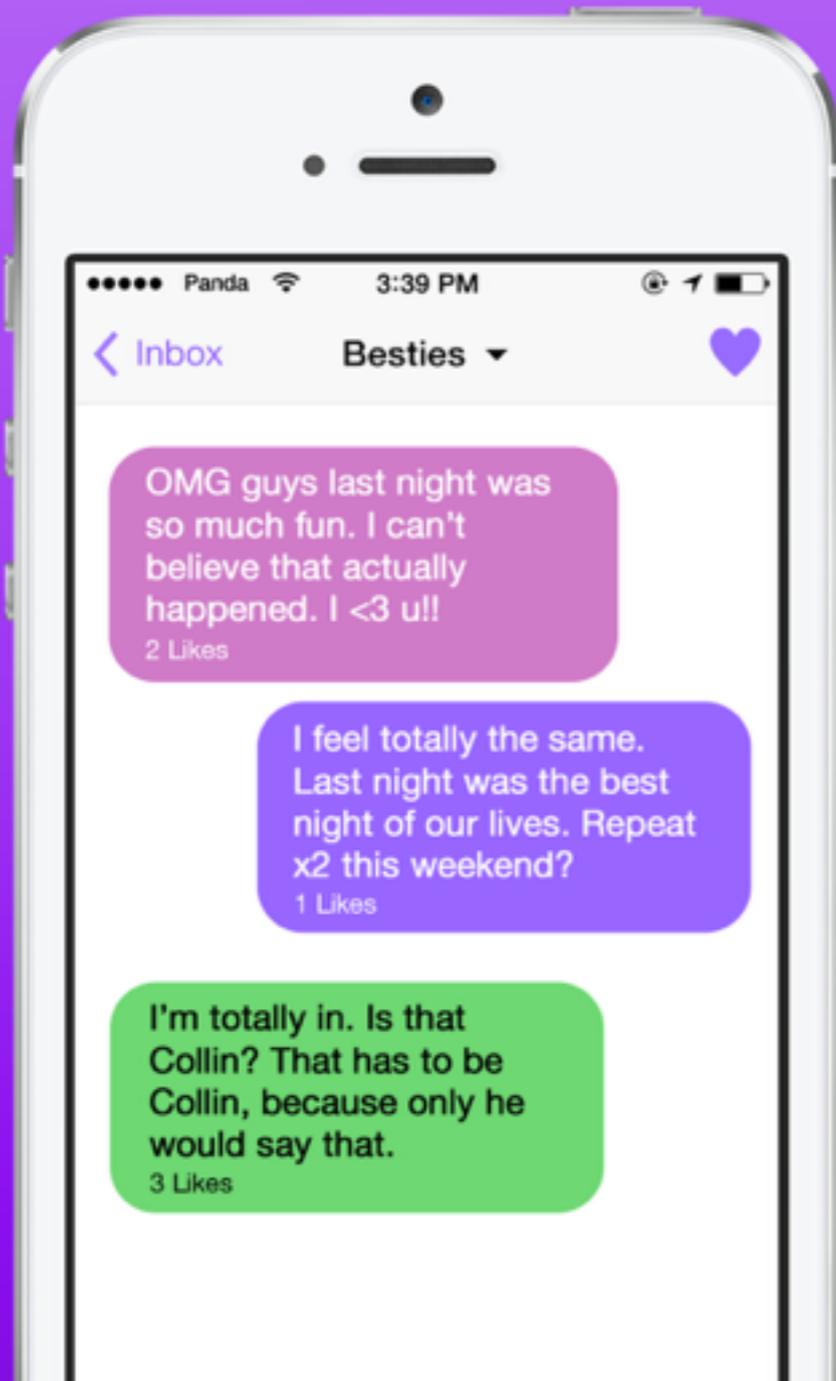


Digital Access

- **Definition**: Full electronic participation in society.
- **Example**: In Nebraska according to the census 92% of households with incomes above \$75K had internet access while only 45% of households with incomes below \$25K did.⁷
- **Impact**: As our participation in social media becomes more integrated into our social interactions (for better or worse), access to these technologies becomes a necessary part of socialization.⁸
- **Trend**: Anonymous Social Networks.⁹



Show your **true colors** and express how you really feel



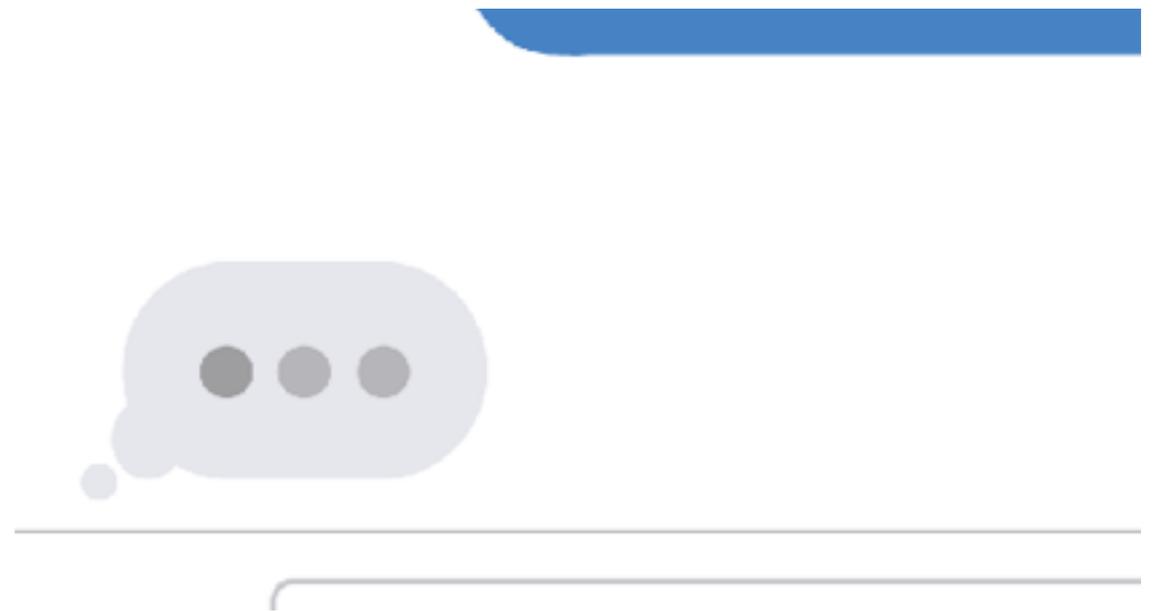
Digital Etiquette

- **Definition**: Electronic standards of conduct or procedure.
- **Example**: Dox(x)ing - to publish the private personal information of (another person) or reveal the identity of (an online poster) without the consent of that individual.¹¹
- **Impact**: 93% of hiring managers look at a candidate's social media profile. 55% have considered a candidate MORE because of what they found but 61% of those reviews hurt the candidate's chances of getting the job.¹²
- **Trend**: Youth are feeling pressured to be "available" online.



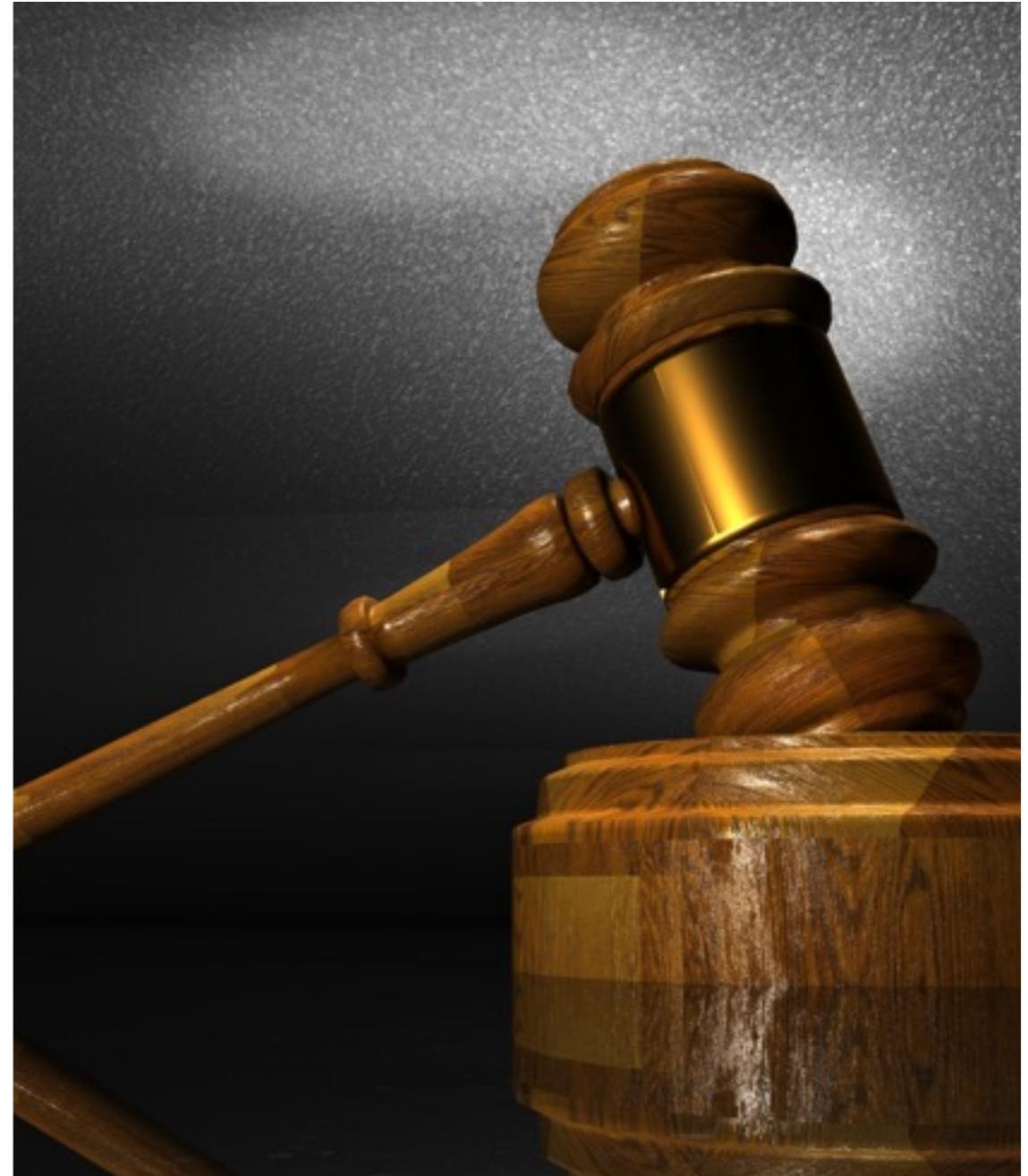
How does this make you feel?

A UK study showed that overall and night-time specific social media use along with emotional investment in social media were related to poorer sleep quality, lower self-esteem as well as higher anxiety and depression levels.¹³

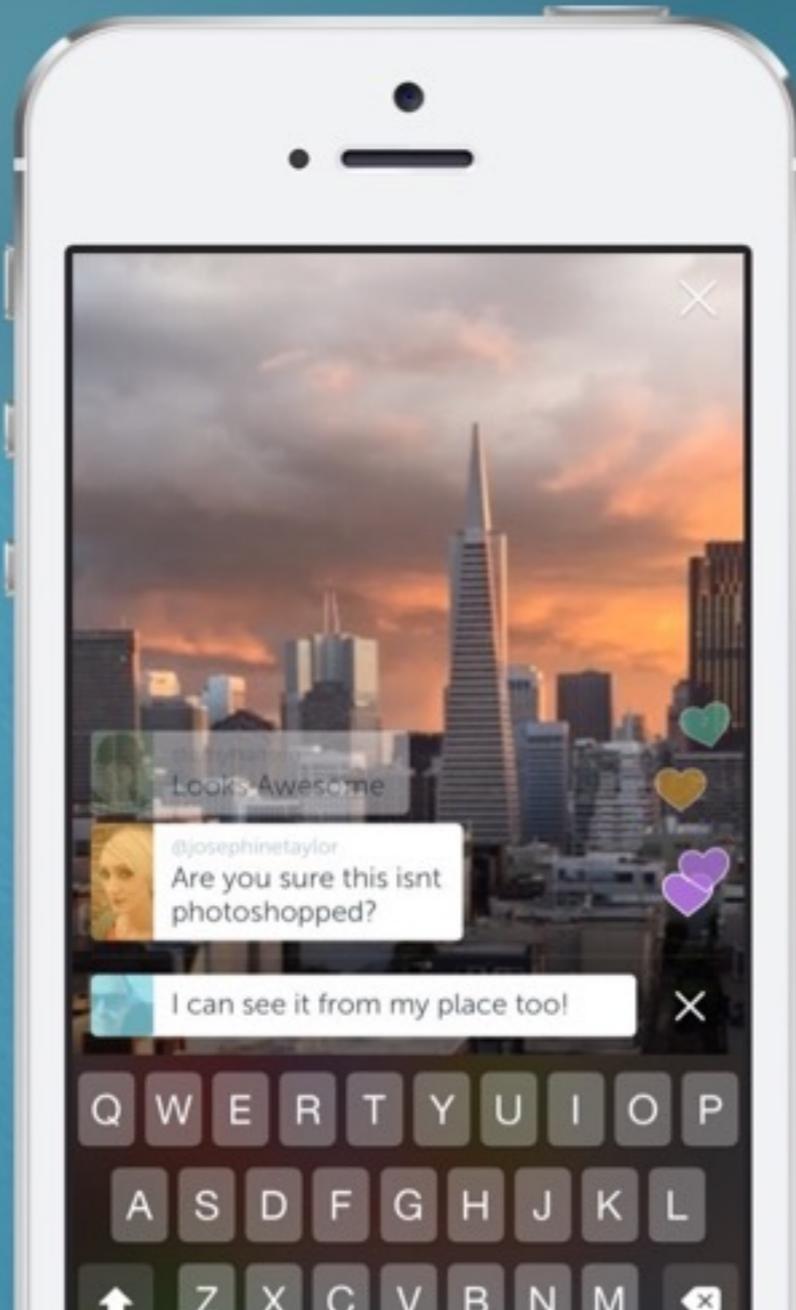


Digital Law

- **Definition**: Electronic responsibility for actions and deeds.
- **Example**: Sexting - The sending of sexually explicit photos, images, text messages, or e-mails by using a cell phone or other mobile device.¹⁴
- **Impact**: Under Nebraska Law, possession of child pornography for persons under 19 years old is at least a Class IV felony punishable by 5 years in prison a \$10,000 fine or both.¹⁵
- **Trend**: Continued popularity of “ephemeral” & “broadcast” networks as the next evolution of Web 2.0.



Watch and Interact with
Messages and Hearts



Photos, videos and chat
disappear after 24hrs



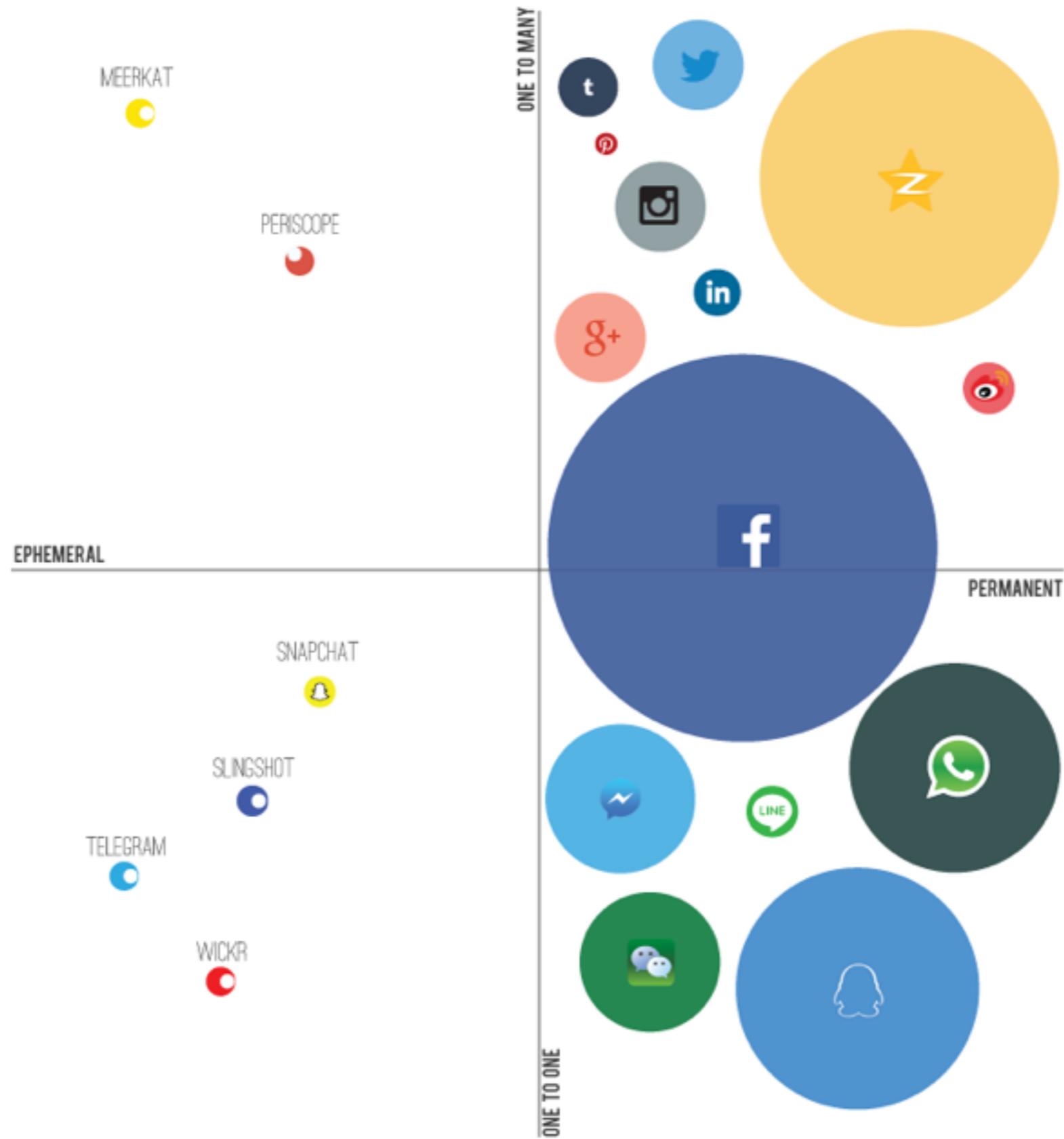
Create an Event,
set a time for it to disappear



ONLINE COMMUNICATION MATRIX

16

April 2015



Digital Commerce

- **Definition**: The electronic buying and selling of goods.
- **Example**: E-commerce - Business that is transacted by transferring data electronically, especially over the Internet.¹⁷
- **Impact**: 73% of internet users (60% of the US) have purchased items online. E-commerce generated \$305 billion in 2014, \$2 billion on cyber Monday alone.¹⁸
- **Trend**: Social commerce increased 900% from 2011 to 2014, accounted for a projected \$14 billion in sales in 2015 and may be the new way we buy things online.¹⁹





Digital Communication

- **Definition**: Electronic exchange of information.
- **Example**: Internet slang & emojis.
- **Impact**: “These teenage girls, along with other users of popular electronic communication, are clearly involved in linguistic innovation that crosses the traditional boundaries of social group, culture and nation.”²⁰
- **Trend**: New words used in new ways faster than ever.



New Slang²¹

- **Snatched** - The new “Fleek”, meaning something is really good
- **Sis** - the new “Bro”
- **Hunty** - Combination of “Honey” and “C*nt”
- **OTP** - One True Pairing as in a perfect couple
- **Sus** - Short for “suspect” meaning that something is sketchy or shady
- **Goals AF** - Stands for “Goals As F*ck”
- **Ship** - Short for relationship describing two people you think should be a couple
- **Boots** - Ads emphasis at the end of an adjective or verb
- **Stan** - A hardcore fan from the Eminem song “Stan”
- **Netflix and Chill** - A request to casually hook up
- **Extra** - Someone who is trying too hard or going over the top

Digital Literacy

- **Definition**: The process of teaching and learning about technology and the use of technology.
- **Example**: Separating facts from fabrications online.
- **Impact**: Algorithmically generated “suggestions” for content can lead to echo chambers and confirmation bias.
- **Trend**: Increases in “tailored” and “suggested” content contributes to the narrowing of world views by preventing people from being exposed to new ideas.



Spotting Bogus Online Content²²

Digital Rights & Responsibilities

- **Definition**: Those requirements and freedoms extended to everyone in a digital world.
- **Example**: Cyber bullying.
- **Impact**: Approximately 25% of youth 11-18 report being bullied online (studies generally vary from 10% - 40%). 17% admitted to bullying others online.²²
- **Trend**: Catfish - Someone who pretends to be someone they're not using social media or other means to create false identities.





Digital Health & Wellness

- **Definition**: Physical and psychological well-being in a digital technology world.
- **Example**: Virtual reality.
- **Impact**: Use of devices that emit blue light near bed time have been shown to negatively affect sleep duration and quality.²³
- **Trend**: Virtual reality.



Digital Security

- **Definition**: The electronic precautions to guarantee safety.
- **Example**: Password security.
- **Impact**: 60% of the users from the recent Sony hack uses common passwords that hackers try all the time.²⁴
- **Trend**: Sharing passwords for digital platforms.



- seinfeld
- peanut
- michael
- password
- shadow
- sunshine
- 123456
- ginger
- tigger
- princess
- bailey

“A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa.”

–Mark Zuckerberg

Questions

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